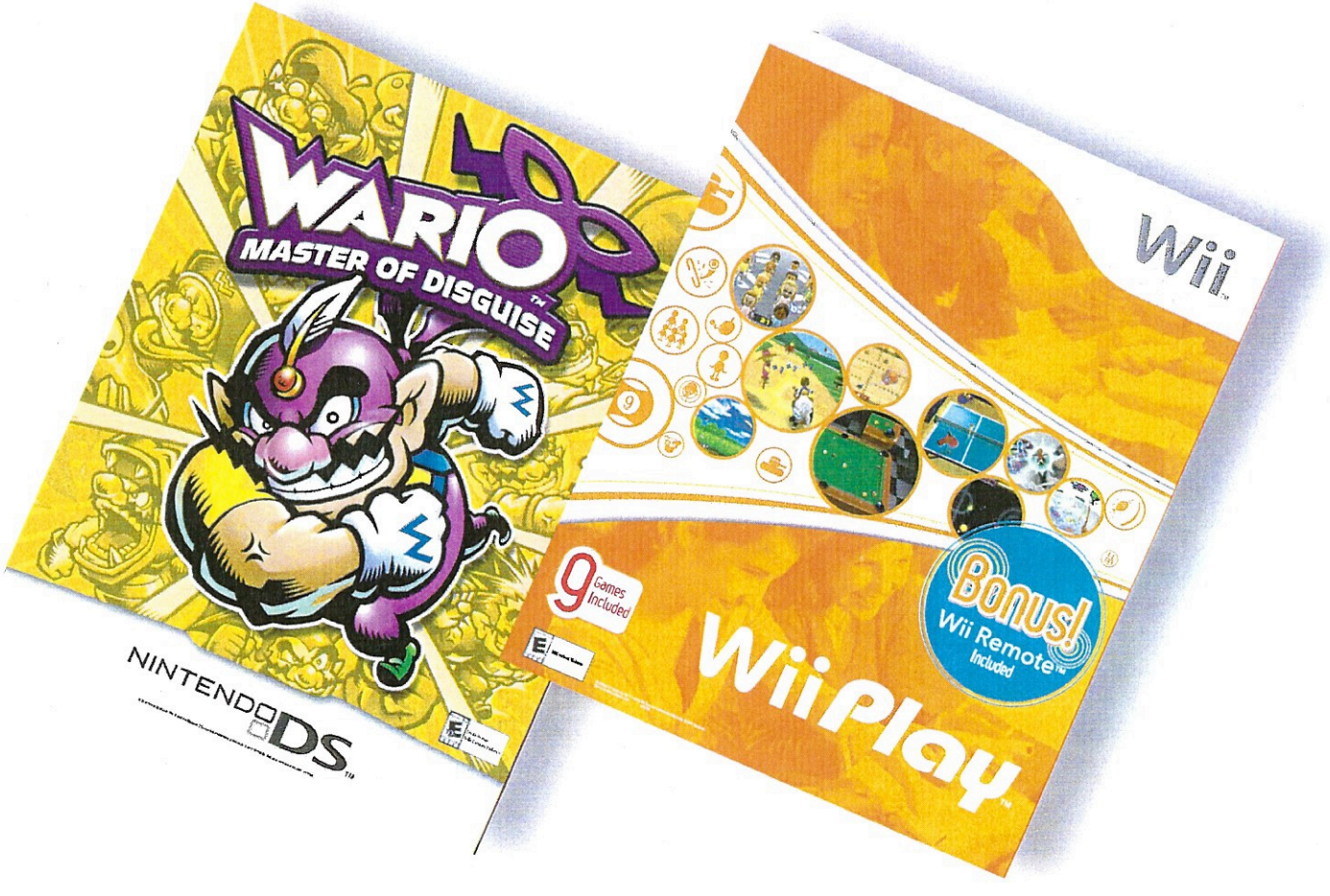
POP GUIDE

Placement starting 2/12/07



INCLUDES:

DS Interactive Update: Diddy Kong Racing
Wario Master Of Disguise
Wii Play

POP Guide
By
Account

Best Buy

Items Included in DS Interactive Kit:

63005 Demo, Gpk NTR Ddy K Racing -FL	(N) -	NTRM04WR, replace 62484 Kirby Squeak Squad

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Circuit City

Items Included in DS Interactive Kit:

63005 Demo, Gpk NTR Ddy K Racing -FL	(N) -	NTRM04C, replace 62484 Kirby Squeak Squad
63007 Graphic, DS Floor/Counter Ddy K Rac	(N) -	NTRM04C, replace 62440 Kirby Squeak Squad

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Fred Meyer

Items Sent Direct to Store:

62971 Box, Disp Med Wii Play	(D)	

Fry's

Items Included in DS Interactive Kit:

63005 Demo, Gpk NTR Ddy K Racing -FL	(N) -	NTRM04C, replace 62484 Kirby Squeak Squad
63007 Graphic, DS Floor/Counter Ddy K Rac	(N) -	NTRM04C, replace 62440 Kirby Squeak Squad

Items Sent Direct to Store:

62971 Box, Disp Med Wii Play	(D)	

Game Crazy

Items NOT Included in Retailer Kit:

63005 Demo, Gpk NTR Ddy K Racing -FL	(N) -	NTRM04NL, replace 62484 Kirby Squeak Squad
63005 Graphic Panel, DS Inline Rt DdyKRac	(N) -	NTRM04NL – replace 62493,Kirby Squeak Squad
Suggested:		
62974 Poster, Static Wii Play 15x20	(N)	

Items Included in DS Interactive Kit:

63005 Demo, Gpk NTR Ddy K Racing -FL	(N) -	NTRM04C, replace 62484 Kirby Squeak Squad
63007 Graphic, DS Floor/Counter Ddy K Rac	(N) -	NTRM04C, replace 62440 Kirby Squeak Squad

Items Sent Direct to Store:

63141 Counter Card, Wario MD DS*	(D)	Instruction Sheet Included
63140 Graphic, NR Wario MD DS	(D) -	Replace 61986, Children of Mana SEE PLACEMENT GUIDE
62971 Box, Disp Med Wii Play	(D)	
62975 Graphic, NR Twr Wii Play	(D) -	Replace 61502, WII SEE PLACEMENT GUIDE

* - Indicates that you must scan the barcode on this item.

Game Rush (Blockbuster)

NO POP SENT

GameStop
Includes Babbages, Funco, Software Etc., EB Games, EB World

Items NOT Included in Retailer Kit:

63103 Sticker, Wii logo RVLM06F	(N) -	Apply to back of Wii interactive- RVLM06F SEE PLACEMENT GUIDE

Suggested:

62974 Poster, Static Wii Play 15x20	(N)	

Items Included in DS Interactive Kit:

63005 Demo, Gpk NTR Ddy K Racing -FL	(N) -	NTRM04DF, replace 62178 Yoshi's Island Ds
63007 Graphic, DS Floor/Counter Ddy K Rac	(N) -	NTRM04DF, replace 62179 Yoshi's Island DS

Items Sent Direct to Store:

63139 Box, Disp Gpk wario MD DS	(D6x)	
63141 Counter Card, wario MD DS*	(D) -	Sent to arrive by 2/20 Instructions Included
62973 Box, Disp Gpk Wii Play	(D4x)	
62971 Box, Disp Med Wii Play	(D)	

Kay Bee

NO POP SENT

K- Mart

Items NOT Included in Retailer Kit:

63005 Demo, Gpk NTR Ddy K Racing -FL	(N) -	NTRM04NL, replace 62484 Kirby Squeak Squad
63005 Graphic Panel, DS Inline Rt DdyKRac	(N) -	NTRM04NL – replace 62493,Kirby Squeak Squad

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Meijer

Items NOT Included in Retailer Kit:

63005 Demo, Gpk NTR Ddy K Racing -FL	(N) -	NTRM04NL, replace 62484 Kirby Squeak Squad
63005 Graphic Panel, DS Inline Rt DdyKRac	(N) -	NTRM04NL – replace 62493,Kirby Squeak Squad

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Nebraska Furniture Mart

Items Included in DS Interactive Kit:

63005 Demo, Gpk NTR Ddy K Racing -FL	(N) -	NTRM04DF, replace 6217 Yoshi's Island Ds
63007 Graphic, DS Floor/Counter Ddy K Rac	(N) -	NTRM04DF, replace 62179 Yoshi's Island DS

* - Indicates that you must scan the barcode on this item.

Sears

Items NOT Included in Retailer Kit:

63005 Demo, Gpk NTR Ddy K Racing -FL	(N) -	NTRM04NL, replace 62484 Kirby Squeak Squad
63005 Graphic Panel, DS Inline Rt DdyKRac	(N) -	NTRM04NL – replace 62493,Kirby Squeak Squad

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ShopKo

Items NOT Included in Retailer Kit:

63005 Demo, Gpk NTR Ddy K Racing -FL	(N) -	NTRM04NL, replace 62484 Kirby Squeak Squad
63005 Graphic Panel, DS Inline Rt DdyKRac	(N) -	NTRM04NL – replace 62493,Kirby Squeak Squad

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Target

Items NOT Included in Retailer Kit:

63005 Demo, Gpk NTR Ddy K Racing -FL	(N) -	NTRM04NL, replace 62484 Kirby Squeak Squad
63005 Graphic Panel, DS Inline Rt DdyKRac	(N) -	NTRM04NL – replace 62493,Kirby Squeak Squad

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Toys "R" Us

Items NOT Included in Retailer Kit:

63005 Demo, Gpk NTR Ddy K Racing -FL	(N) -	NTRM04NL, replace 62484 Kirby Squeak Squad
63005 Graphic Panel, DS Inline Rt DdyKRac	(N) -	NTRM04NL – replace 62493,Kirby Squeak Squad
Suggested:		
62974 Poster, Static Wii Play 15x20	(N)	

Rzone Overhead Signage: Month of February 2007

The following signage should be in the overhead sign holders in the Rzone. If this signage is not up, please ask the store associate to visit the Promotional Arts website and order them.

1.) Wii Play
2.) Final Fantasy VI
3.) Diddy Kong Racing

If you need to order the logo bars that go underneath the signs please use the PN's below:

57849 Graphic, TRU Overhead Logo Bar AGB
57850 Graphic, TRU Overhead Logo Bar GCN
57848 Graphic, TRU Overhead Logo Bar NTR

Transworld

(Include Coconuts, FYE, Record Town, and Saturday Matinee)

NO POP SENT

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* - Indicates that you must scan the barcode on this item.

Virgin

NO POP SENT

Wal-Mart

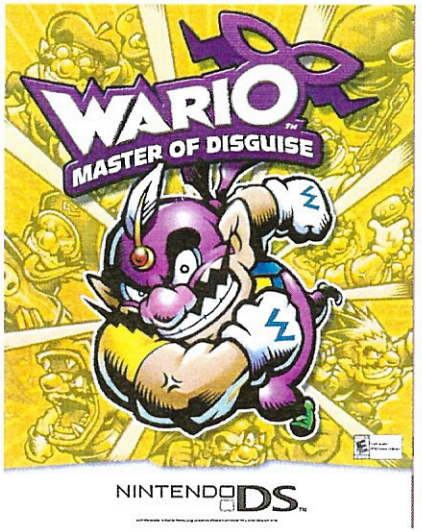
Items NOT Included in Retailer Kit:

63005 Demo, Gpk NTR Ddy K Racing -FL	(N) -	NTRM04NL, replace 62484 Kirby Squeak Squad
63005 Graphic Panel, DS Inline Rt DdyKRac	(N) -	NTRM04NL – replace 62493,Kirby Squeak Squad

* - Indicates that you must scan the barcode on this item.

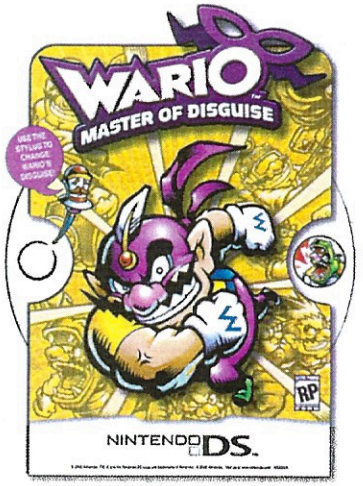
SELL SHEETS

WARIO WARE MASTER OF DISGUISE

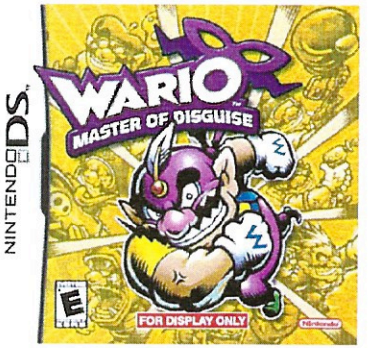


Poster, Wario MD DS 22x28
63138

Graphic, NR TWR Wario MD DS
63140
DTS: GameCrazy - Replace
61986 Children of Mana
SEE PLACEMENT GUIDE



Counter Card, Wario MD DS
63141
DTS: GameCrazy
GameStop (sent to arrive by 2/20)
Instruction sheet included

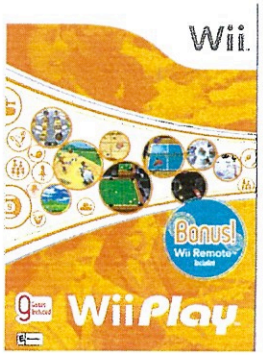


Box, Disp GPK Wario MD DS
63139
DTS: GameStop (6x)

Wii Play

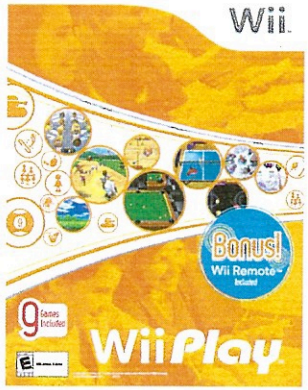
Poster, Wii Play 22x28
62972

Graphic, NR TWR Wii Play
62975
DTS: GameCrazy - replace
61502 Wii
SEE PLACEMENT GUIDE



Box, Disp Med Wii Play
62971
DTS: GameStop
GameCrazy
Fred Meyer
Fry's

Box, Disp GPK Wii Play
62973
DTS: GameStop (4x)



Poster, Static Wii Play 15x20
62974
NMI: You will recieve a qty of these.
Suggested Accts: GameCrazy
GameStop
TRU

Diddy Kong Racing DS Interactive Update

Demo, Gpk NTR Ddy K Racing -FL
63004
NMI: NTRM04WR, NTRM04C, NTRM04NL- replace 62484 Kirby Squeak Squad
NTRM04DF- replace 62178, Yoshi's Island DS

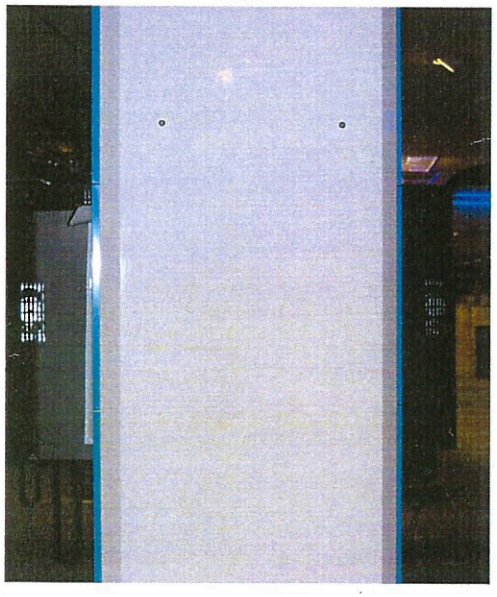
Graphic Panel, DS Inline Rt DdyKRac
63005
NMI: NTRM04NL - Replace 62493
Kirby Squeak Squad

Graphic, DS Floor/Counter Ddy K Rac
63007
NMI: NTRM04C - Replace 62440 Kirby Squeak Squad
NTRM04DF - Replace 62179, Yoshi's Island DS

Placement Guides

Wii Sticker Placement

PN 63103 - STICKER, WII LOGO RVLM06F
Placement: GameStop
Center sticker on the back of the Wii interactive behind the TV as shown below.



Game Crazy New Release Tower Placement Guide

Graphic,Update, Shipping 2/6

Sides 1 & 2

#1 - DS Download V4

#2 - Pokemon Ranger

#3 - Wii Play

#4 - Elite Beat Agents

5 - DS Colors

#6 - Diddy Kong Racing DS

#7 - Zelda Twilight Princess- Wii

#8 - Nintendogs Dalmatian

Sides 3 & 4

9 - Brain Age

#10- Excite Truck

#11 - Zelda Twilight Princess- GCN

#12 - Yoshi's Island DS

#13 - Wario Ware Smooth Moves

#14 - Final Fantasy VI

#15 - Kirby Squeak Squad

#16 - Wario Master Of Disguise